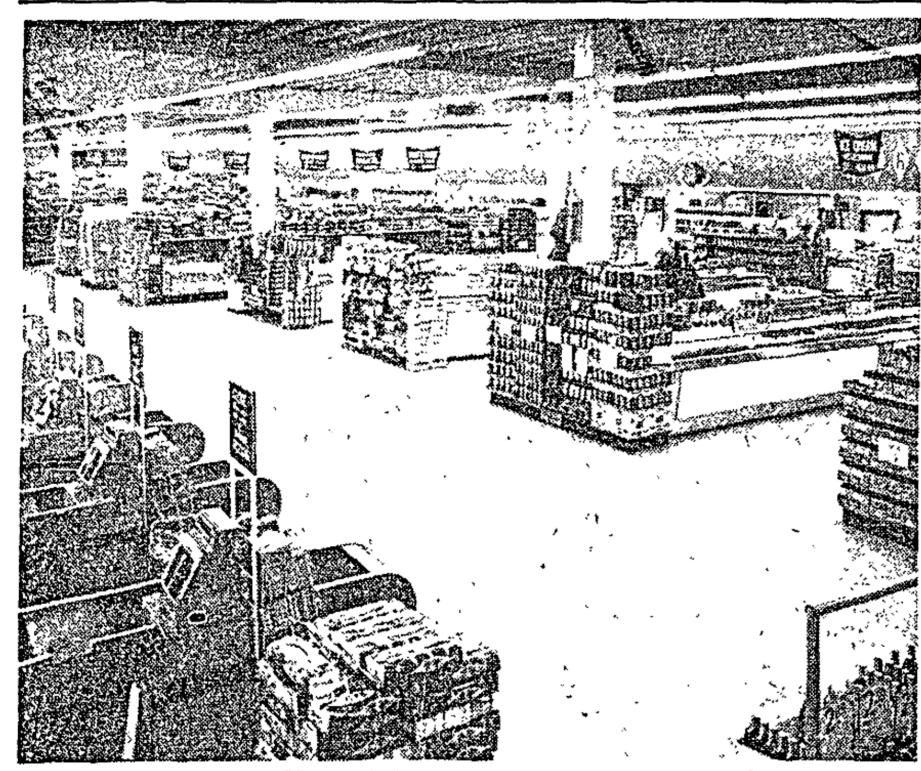
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SHOPPING IN COMFORT—Daylight illumination, extra-wide aisles, king-size shopping carts and discount prices are everyday attractions in the

food supermarket at Globe-Sharpstown. This view of the supermarket exemplifies the operational planning that is to be found in all Globe's departments.

# Globe Sharpstown Opening Wednesday

will have its grand opening, to the parking lot. Wednesday, at 10 a m.

store contains more than Lower." 110,000 square feet of floor space. It will serve Houston residents in the Sharpstown amount of research before we of the Globe Discount City to find out what the Amerioperations.

Room, a high fashion salon of ready-to-wear sportswear,

ment, which will carry name bring the Houston shoppers brand fur-trimmed cashmere what they want and desire," sweaters, mink stoles, coats he said. tail prices.

feature imports from Europe and includes 70 complete deand all over the world.

The latest principles of "Every purchase at Globe merchandising and self-serv-carries an unconditional

nation.

PUBLIC ACCEPTANCE

BROUGHT THIRD GLOBE

Acceptance by the people of Houston as witnessed

by sales volume and store traffic sparked the Globe

Discount City expansion to a third operation in the

Houston area, George Kamins, executive vice-president

of United Mercantile, Inc., developer of Globe, dis-

Explaining discount department store status, Kamins

"Today, retailing is undergoing the same change

"This revolution started only six years ago near

"The advantages of the conventional department

Providence, R.I., and now it has spread throughout the

store and the supermarket have been combined to

produce the discount department store. Low overhead and high volume is our formula—and it is a most suc-

Exterior Walls Put Up

The method provided the struction method this way:

most building for the lowest "These wall sections, 34

In 3 Working Days

cessful one, too," Kamins said.

that brought the grocery business to maturity in the

Discount City, Bellaire Blvd. facilities, a convenient credit isfaction. at Hillcroft, near Sharpstown, tem for delivering purchases completely satisfied with his

This discount department thing Under the Sun-Priced back to our courtesy desk and

"We did a tremendous area, and will be the largest opened the first Globe unit can shopping public wanted,"

"With the opening of the furs, better dresses and suits. new Globe · Sharpstown we New, too, is the fur depart- feel that we are continuing to

and jackets with prices of up | Globe Discount City, near to 50 per cent or regular re- Sharpstown, contains 110,000 square feet of air-conditioned The gift department will floor space all on one level

The third Houston Globelice will include free parking money-back guarantee of sat-

or her selection at Globe, he Globe's motto is: "Every- can bring the merchandise receive the complete purchase price refunded, cheerfully and without red-tape,"

#### Viafore said. Supermarket

Viafore said Globe will A new feature is the Gold said A. J. Viafore, general have supermarket where the family's grocery basket can be filled with high-quality foodstuffs at discount prices.

"The housewife can buy her groceries at the same time she secures her housewares, clothing, drugs, appliances, shoes and children's clothing. She can have a birthday cake custom-made at the complete bakery shop," he said.

To give the shopper an idea of the scope of the Globe supermarket, this department alone contains more than 23,-000 square feet of floor space, and it will include a special delicatessen department, featuring kosher and imported

> fine foods of all descriptions. The facility has been designed with extra-wide aisles. king-size shopping carts (with seats for the kiddies), and tubular lighting.

> Globe officials have devised a schedule which will place all of Globe's facilities at the family's disposal from 10 a.m. to 10 pm., Monday through Saturday.

"Big volume buying allows Globe to pass on its savings to the customers. Self-service. huge volume and extra long store hours are just a few of the ways in which Globe is able to realize and pass along its savings of up to 50 per cent," Viafore said.

Shoppers will also find the new Globe unit on N. Shepherd a convenient spot for shopping. Extra wide aisles will permit them to move quickly from department to

department. The Globe Supermarket will have 10 check-out sta-Exterior walls for Globe | Dave Harvey, president of tions of its own while the Discount City, Sharpstown, the Harvey Construction Co., rest of the store will be prowere put up in less than 2929 Richmond Ave., was the vided with 16 of the most three working days. Unusual general contractor for the modern electronic check-out construction made it possible. building. He explains the con-

The latest types of directional signs and easy-to-spot initial cost—the first step to feet long by 181/2 feet high, department markers also add making discount prices possi- and weighing some 20 tons to the comfort and case with each, are of reinforced con-which the shopper can make his or her way through this rectly on the foundation of vast shopping city.

#### "By pouring the wall sec- New Fall forms were needed to pre-forms were needed to presticking, then when the con-

New fall handbags a crete for the wall section is hardened a large motor crane Globe-Sharpstown were al is used to tilt it up and set selected by Mrs. Bennie Bruns, buyer of handbags, accessories, hosiery, luggage Harvey said the columns were then cast in place to and girls lin-

support the wall sections and gerie. complete the sides of the building. The wall sections are finished with paint on the out side and with texturizing and paint on the inside.

Prestressed concrete beams opportunity to and precast concrete decking start out with were used to complete the selections of will act as merchandise co- roof.

trete. They were precast di-

the 110,000-square-foot build-

tions on the slab perimeter,

it in place."

town. Her duties will in-than 1400 cars is provided on ger than big to smaller than the huge paved parking lot. small with leather with decoalso. Mrs Coke has had ex- The layout for the parking rative metal trim." lot was designed to provide "Sheer hosiery, self-seam

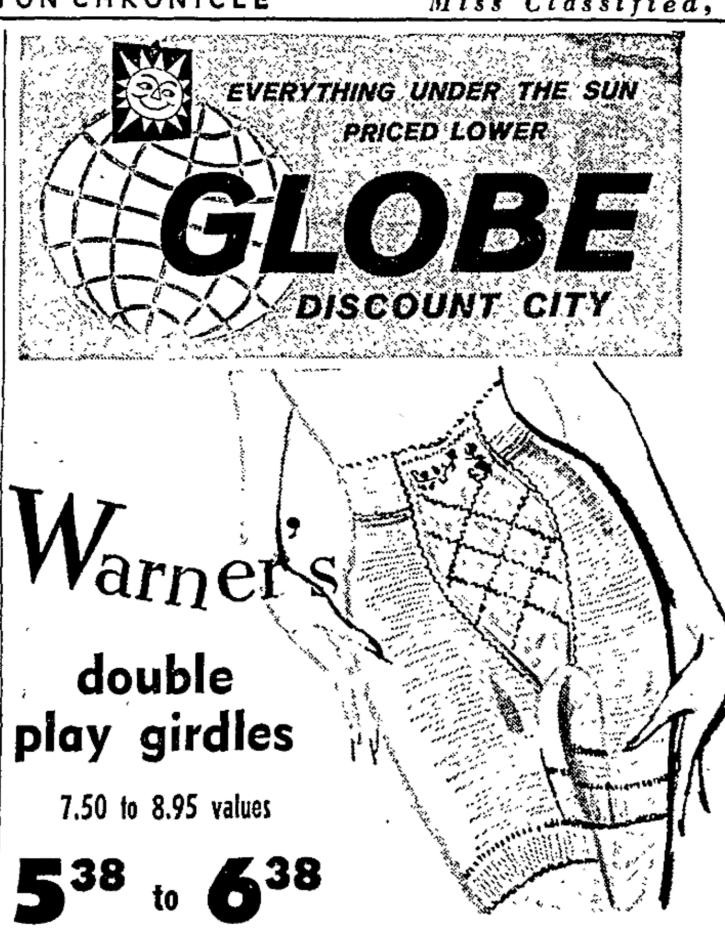
architects

wonderful 🎏

the newest fall styles. Hand-Parking space for more bags range in size from big-

the minimum of walking be- or seamless, will also be featween every parking space tured along with costume her husband. Edwin L., and the main entrance to the jewelry and accessories," she said.

Floyd & James were the Mr. and Mrs. Bruns live at 1546 Antoine



Now at both Globe's . . . famous Warner's "double play" girdles and at your favorite discount prices. Strong leno elastic slims sides . . . gives more support . . . rayon elastic front with lovely embroidery details and crisscross bands that eliminate tummy bulges. Black or frost white in sizes S-M-L.

now at discount prices . . . nationally famous "Counterpoint"

2.00 value

Chansonette, 2.00 value, 1.74 Twice Over, 3.95 value, 3.67

Famous Maidenform's three most in demand bras . . . Counterpoint, Chansonetta and Twice Over . . . now at Globe low discount prices. Washable white cotton broadcloth with circular stitched or spoke cups for new contour beauty. Sizes 32 to 40. A-B-C-D cups in the group.





### fashion shaped bouffants in nylon tricot and net

3.99 to 5.99 **68** 7.99 to 10.99 **238** vaiues . .

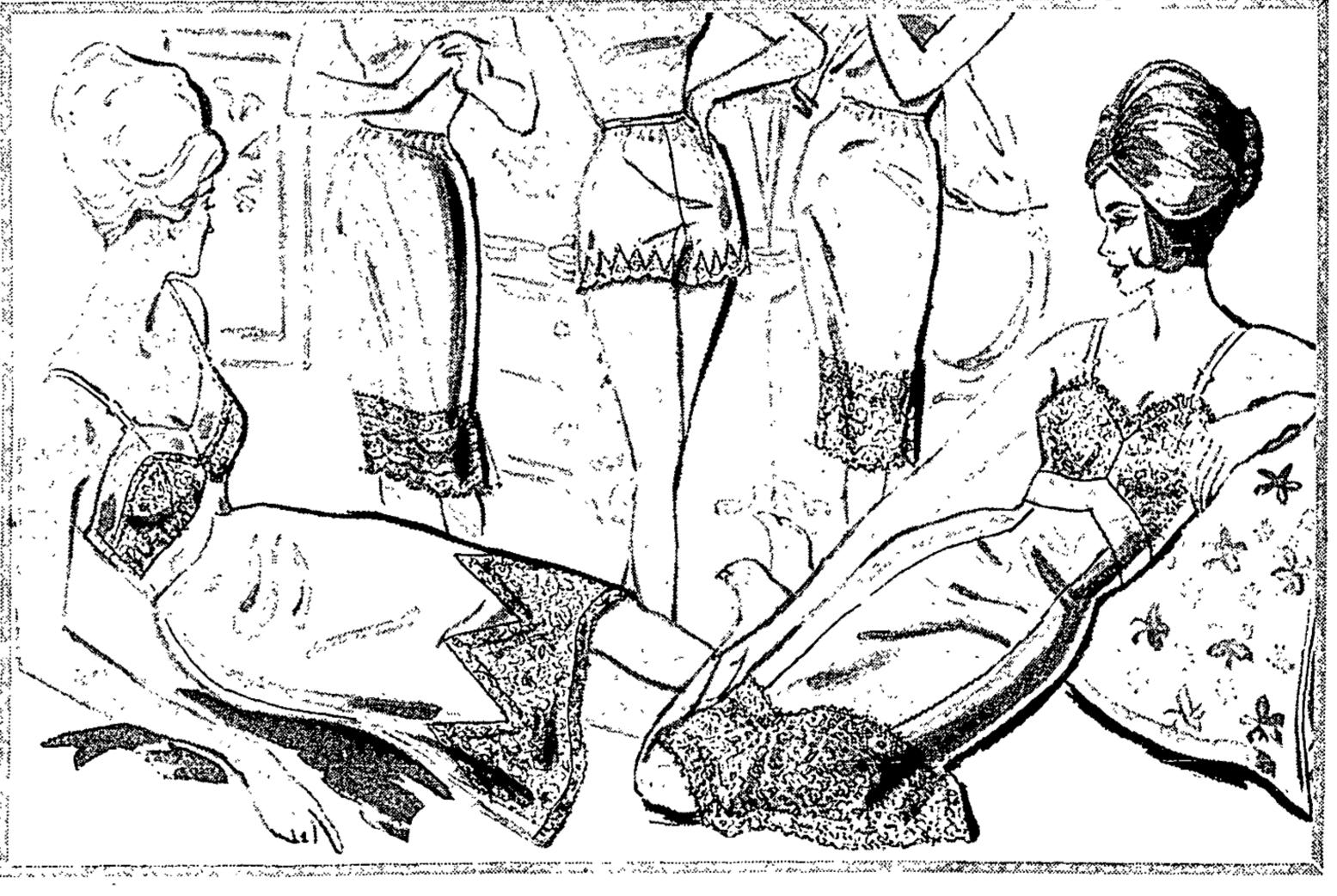
values . . .

The most alluring new styles in full swirling bouffants to underscore your prettiest fall dresses and circular skirts. Tiers and tiers of lovely nylon net with feminine lace frosting . . . nylon tricot torso for a slim. neater fit. White and pastel shades in sizes S-M-L.

### heavenly lacy nylon pegnoir and gown sets

5.99 and 7.99 values

Heavenly leisure and dream time sequence . . . start with double layers of nylon tricot, add piquant touches of nylon lace and embroidery and you have the most glamourous of ensembles for your leisure and dream time hours. Frosted white and new fashion shades in sizes 32 to 38.



## lavish lace trim slips and half slips

Gracefully new slips and half slips made especially pretty with new scroll and chantilly lace trims plus ever popular permanent pleats. Full slips in rayon acetate and nylon. Half slips in nylon tricot. Sizes 32 to 40 and S-M-L.

#### special purchase! lovely nylon tricot slips and half slips

Easy care nylon tricot slips and half slips made especially pretty with delicate val and chantilly lace, permanent pleats and embroidery trims. White and palest pastel shades in sizes S-M-L and 32 to 40. Nylon Panties, 1.99 values ... White and pastel shades in briefs and flared leg styles. Sizes 5 to 8.

#### and infants' wear She and have four children: Mary, 14; Lennie, 7; John, 4, and Paul, 2

Mary Coke, 8339 Wier Dr.,

ordinator at Globe-Sharps-

berience, as a buyer of

lingerie, children's wear